



# Retail Adult Incontinence in Malaysia

March 2024

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### 2023 DEVELOPMENTS

Ageing population acts as a key driver of category growth

Tena launches new light incontinence pad specifically positioned for men

Vinda remains the clear leader, thanks to Tena success

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Omnichannel becomes ever-important, as e-commerce is set to rise

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Light incontinence products will continue to face competition from menstrual care

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